To: DDA:MSMAIL=RJRWS/RJRPO4/1000; O=RJREM; P=WSX400; A=RJR; C=US
From: Orourke, Rory
Posted: 5/20/96 10:57
Opened: 5/20/96 10:57
Subject: Doral bsgsf Special Displays

Memo to: Don Fitzgerald:

From: Rory O'Rourke

Re: Doral B2G1F Displays

Special displays such as Doral/Salem will not be used wide spread in the New York Metro Region for Partners Promotions. This is primarily due to the difficulty in gaining an additional footprint at retail. Even for a short period of time this is usually not possible. There is a limited need for these displays in the suburban areas.

I estimate only using 600 displays for the May promotion.

The September Doral B2G1F we will probably be able to use 900.

In the future I will use the locator list to send displays directly to selected retail accounts.

If you require additional information, please contact me.

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICHA)

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